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## ABSTRACT

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3 A system and method for providing electronic mass multimedia data transfer  
4 from a central data source of multimedia data simultaneously to numerous  
5 geographically dispersed subscribers having personal computers, further  
6 providing information to each subscriber based exclusively on the proved  
7 interests of that individual subscriber. In particular, the invention is well-  
8 suited as an improved method for distributing newspapers and multimedia  
9 content.